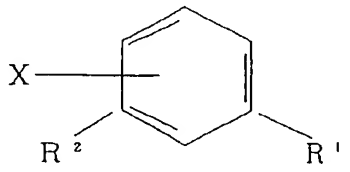
Amendments to the Claims:

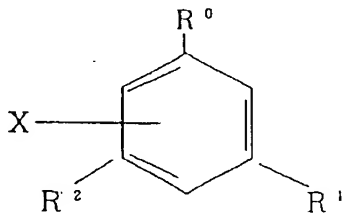
The following listing of claims replaces all prior listings, and all prior versions, of claims in the application.

Listing of Claims:

1. (Currently Amended) A process for producing an alkyl aromatic compound represented by the general formula (2), characterized in that an aromatic compound represented by the general formula (1) is alkylated with an olefin having 2 to 4 carbon atoms in the presence of a Broensted acid and without the presence of a Lewis acid, and in that the resulting mixture is subsequently added with a Lewis acid and is subjected to isomerization in the copresence of the Broensted acid and the Lewis acid.



(1)



(2)

wherein R^1 and R^2 each independently represent an alkyl group, a perfluoroalkyl group, a halogen atom, a nitro group or an alkyloxy or aryloxy group which may have a substituent, X represents a hydrogen atom, an alkyl group, an aryl group, a perfluoroalkyl group, a halogen atom, a nitro group or an alkyloxy or aryloxy group which may have a substituent, or X may be taken in combination with one or both of the adjacent groups R^1 and R^2 to represent a cycling structure which may have a

substituent, and R^0 represents an ethyl group, an isopropyl group, a sec-butyl group or a tert-butyl group.

2. (Original) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed with a molar ratio of the Broensted acid to the aromatic compound being 1 or more.

3. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed at a temperature lower than 50°C but not lower than -30°C.

4. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the isomerization in the copresence of the Lewis acid and the Broensted acid after the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed with a molar ratio of the Lewis acid to the aromatic compound represented by the general formula (1) being 0.5 or more.

5. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the isomerization in the copresence of the Lewis acid and the Broensted acid after the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed at a temperature lower than 50°C but not lower than -30°C.

6. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the Broensted acid is HF and the Lewis acid is BF_3.

7. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the olefin having 2 to 4 carbon atoms is selected from the group consisting of ethylene, propylene, butylenes and isobutylene.

8. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 1, wherein R^1 and R^2 are each a methyl group and X is a hydrogen atom in the general formulas (1) and (2), and wherein R^0 is an isopropyl group in the general formula (2).

9. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 2, wherein the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed at a temperature lower than 50°C but not lower than -30°C.

10. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 9, wherein the isomerization in the copresence of the Lewis acid and the Broensted acid after the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed with a molar ratio of the Lewis acid to the aromatic compound represented by the general formula (1) being 0.5 or more.

11. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 10, wherein the isomerization in the copresence of the Lewis acid and the Broensted acid after the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed at a temperature lower than 50°C but not lower than -30°C.

12. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 11, wherein the Broensted acid is HF and the Lewis acid is BF_3.

13. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 12, wherein the olefin having 2 to 4 carbon atoms is selected from the group consisting of ethylene, propylene, butylenes and isobutylene.

14. (Previously Presented) A process for producing an alkyl aromatic compound as recited in claim 13, wherein R^1 and R^2 are each a methyl group and X is a hydrogen atom in the general formulas (1) and (2), and wherein R^0 is an isopropyl group in the general formula (2).

15. (New) A process for producing an alkyl aromatic compound as recited in claim 2, wherein said molar ratio of the Broensted acid to the aromatic compound is 2 to 5.

16. (New) A process for producing an alkyl aromatic compound as recited in claim 1, wherein the olefin is included in an amount of 0.5 to 1 mole per mole of the aromatic compound.

17. (New) A process for producing an alkyl aromatic compound as recited in claim 3, wherein the temperature at which the reaction of the aromatic compound represented by the general formula (1) with the olefin is performed is not higher than 20°C but not lower than -20°C.

18. (New) A process for producing an alkyl aromatic compound as recited in claim 17, wherein said isomerization is performed at a temperature not higher than 20°C but not lower than -20°C.

19. (New) A process for producing an alkyl aromatic compound as recited in claim 5, wherein said isomerization is performed at a temperature not higher than 20°C but not lower than -20°C.

20. (New) A process for producing an alkyl aromatic compound as recited in claim 3, wherein the isomerization in the copresence of the Lewis acid and the Broensted acid after the reaction of the aromatic compound represented by the general formula (1) with the olefin in the presence of a Broensted acid is performed at a temperature lower than 50°C but not lower than -30°C.

21. (New) A processing for producing an alkyl aromatic compound as recited in claim 1, wherein the alkylation and the isomerization are carried out in a same single reaction chamber.